

# Office Equipment Dealers See 3x Close Rates Using EDA Data.

*Power Appointment Setting Improves Dealer Outcomes*



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*“For office equipment dealers using EDA data and market insight, we have doubled and sometimes tripled the close rate on meetings scheduled with C-level execs for large transactions. By combining our data sources and business development skills with EDA insight we can target vertical markets and territories using qualified business records.”*

MIKE ADAMS, CEO/PRESIDENT POWER APPOINTMENT SETTING

- OPPORTUNITY** : **POWER APPOINTMENT SETTING (PAS)** markets to office equipment dealers struggling to engage high-level, large-transaction decision makers. PAS increases the number and quality of scheduled appointments for these dealers.
- CHALLENGE** : **MIKE ADAMS, CEO AND PRESIDENT** at Power Appointment Setting, observed dealers struggling to get meetings with the right people, at the right time. Even with scheduled meetings, closing rates were low. Adams was challenged to increase the number of relevant appointments for his clientele.
- SOLUTION** : **PAS TURNED TO EDA DATA** to help clients increase their business. Adams began incorporating clients' EDA data with their own database and business development skills.
- PAS uses a dealer's EDA data to understand the number of products companies own by model and brand, along with lease information. “We are then able to target prospects in their ‘equipment lease upgrade window,’ says Adams.
- PAS is also able to identify potential prospects that meet their criteria for a “highly qualified meeting” – to sell large installations of copiers and printers.
- “We decided to test the process with three dealers that use EDA data and market insight. We got great results,” says Adams. “Before using EDA data, it used to take 100 to 200 calls to set up one meeting. But not anymore,” he says.
- Adams immediately saw a significant jump in qualified lead opportunities. Scheduled appointments tripled in the three-month period, since they began using EDA data.
- BOTTOM LINE RESULTS** : **MANY OF PAS's 140 CLIENTS** who utilize EDA records have at least doubled, sometimes tripled, their closing rate of scheduled meetings. Because they are able to identify and call on qualified leads their revenue has increased exponentially.
- PAS has benefited as well. In just one month, they closed the three biggest office equipment dealers in the U.S. In addition, PAS doubled the size of its appointment-calling staff, as well as adding an at-location training program for client sales staff.

**CONTACT EDA TODAY** to exploit new market opportunities. EDA provides data-driven market insight to manufactures and dealers of office equipment. Our robust platform of equipment buyer data enables you to identify regional hot spots and competitor market share. As well as target qualified prospects using our detailed contact information and equipment purchasing histories. To get insight you can act on, call **800.288.8262** and ask for Jack Craft.